Research Proposal on the topic Entitled

"ROLE OF INDUSTRIES TOWARDS THE ENHANCEMENT OF EMPLOYABILITY SKILLS AMONG YOUTH AS A CSR INITIATIVE – A STUDY WITH SPECIAL REFERENCE TO SELECT COMPANIES IN INDIA"

Submitted

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1. INTRODUCTION ABOUT THE TOPIC

Corporate social responsibility is not just a norm set by the law of the country, that certain percentage of company's net profit to give as a CSR but it is a form of corporate self-regulation integrated into a business model. Corporate Social Responsibility (CSR) can be defined as a Company's sense of responsibility towards the community and environment in which it operates. Companies can fulfill this responsibility through waste and pollution reduction processes, by contributing educational and social programs, by being environmentally friendly, and by undertaking activities of similar nature.

Corporate organisations have a crucial role to play in accomplishing the national agenda for skilling India. Besides meeting their demand for skilled and talented workforce, they also address requirements of the industry and engage with the larger community. Education and skill development are fast emerging as preferred choice for CSR initiatives in India. If you go by recent trends, we find that many corporates have integrated their business goals with CSR and there is a strategic contribution to capacity building and community development through partnering with training partners, NGOs and other organizations. India possesses an enormous number of underprivileged people who do not possess the right skills due to lack of education and guidance. Therefore, it is important that their energy is channelized effectively with proper training for boosting their economic growth and helping them combat poverty.

2. LITERATURE REVIEW

A good literature review doesn't just summarize sources it analyzes, synthesizes, and critically evaluates to give a clear picture of the state of knowledge on the subject. A good deal of literature is available on corporate social responsibility and employability skills in the form of reference works, research papers, enterprise reports and thesis.

1. **G. Gowsalya and Dr. M. Ashok Kumar (March 2015),** in their article on "Employability Skill: A Literature Review" opined that the employability status of the

respondents is in need to improve condition. Being good at the one skill cannot help the capability in other. So today's situation is that the candidate who is multi-tasking can sustain and gain in the employment. Hence the effort towards the learning should start from the education and then should go further till the end of the learning. In addition to learning is sustained not essentially gets over by execution of the syllabus. Therefore to this respect individual centric method is desirable.

2. **Borhade, Prabodhini (2018),** in their study "A study of corporate social responsibility practices amongst select companies in Pune" has opined that there is a good and positive impact of Companies Act 2013 on CSR. Majority of the companies accepted that every company requires its own CSR policy, CSR policy of a company should reflect its concentration on people, plant and profit (triple Ps), CSR policy reference should be given in annual reports of the company and company should describe the vision, mission, and philosophy in CSR policy. They also admitted that adequate representation for women members should be offered in CSR committee.
3. **Annibal Scavarda, Glaucya Dau, Luiz Felipe Scavarda and Rodrigo Goyannes Gusmao Caiado (September 2019),** in their article on "An Analysis of the Corporate Social Responsibility and the Industry 4.0 with focus on the Youth Generation : A Sustainable Human Resource Management Framework" has drawn the inference that the companies should work on their territorial domains, as well as out of them, preparing and mobilizing their staff and taking theoretical and practical education for the youth citizens of the communities in their neighborhood. This act influences the triple bottom line, build up the nation for the future.
4. **Dr. Ruchi Gupta (December 2019),** in their article on "Skilling Indian Youth for Industry 4.0" has expressed the view that India has the benefit of demographic share with high percentage of working age population. But the nation is facing the aptitude crisis against the back drop of massive human supply. The Government through various programmers and skims is committed towards utilizing its human resource capital to its fullest aims at making the country skill capital of the world. Obtaining information from the labour market about the skills at present and skill required for future is very important.
5. **S. Glory Swarupa, Ravi Kumar Goyal and Ranbir Sighn Rathee (2020),** in their study on "Corporate Social Responsibility for Scaling up Skill Development in India: An Exploratory Study" has stated that a policy on skill social responsibility will take

appropriate measures of raising the investment in skill education by private providers through philanthropy and corporate sector responsibility will be encouraged in order to supplement the government efforts. May be it would be a better alternative for the government to encourage all the institutions to take a part in social responsibility for providing of education through skill development to reduce the unemployment.

6. **Sunaina Arora and Nitin Kumar Saxena (July 2021),** in their article on " Preference for employability skills: A study of today's Youth" has opined that skills should be imparted to all, irrespective of their gender, age and education obtained, as described through the tests carried out in the research. The results of the study will help the educational institute to frame the training and development of youth, leading to the higher employability and the study will facilitate the academia and people from industry to horn the skills and increase the employability skills of the youth.
7. **Chinmaya kumar Sahoo (October 2021),** conducted a study entitled "Role of Private Sector in Developing Employment through Skill Development Programme: A Case Study of Odisha". The author studied how the corporate houses impacting skill development programme in the society through their CSR programmes and concluded that the corporate houses have launched massive skill development programmes through their CSR spending. They ensure to train and develop skill at the ground level and facilitate in the employment after successful completion of training.
8. **Md. Aminul Islam (2022),** conducted a study on "Industry 4.0: Skill set for employability". In this study an investigation on Industry 4.0 skills for employability was conducted, and the findings revealed that these skills have a direct positive impact in terms of 21st century employment. The author stated that the role of human resource practitioners in partnering with HR experts and academicians is becoming increasingly important in managing the evolving Industry 4.0 skills requirements and ensuring the suitability of the job vacancy.
9. **Sanjeev Kumar (2022),** in his article on "Role of Skill Development Programmes in Promoting Youth Employment" has opined that in the recent past Indian Government bring up many skill development programmes to improve employment for youth of India. Keeping in mind, Government invested much of expenses to create a significant resource. We can say that there is significant economic influence of skill development programme living standard of youth, by increasing employment prospective and income that provide economic support for them.

10. **Iram Javeed (January 2023),** in their article on "The Impact of Industry 4.0 on Employability and the Skills Required in India" has emphasized that the impact of Industry 4.0 on the employability situation in India will not result in unemployment, but will provide employment to those who possess the required skills. If the unemployed people outnumber the one with skills than for that our political system should be strong, there should be good governance, FDI, Government policies etc. to support those unemployed without skills also. Skills should be taught, and training should be provided for the necessary job skills.

3. RESEARCH GAP

Considering the studies of past few years, there has been a lack of literature on Employability Skills among Youth as a CSR Initiative. However, the studies failed to generalize their analysis as they are limited in terms of geographical nature, expectations of employers, employees' ability to learn and perform better, impact of skill development on employability and so on. But Role of Industries towards the enhancement of Employability Skills among Youth as a CSR Initiative has not done in the recent past. Hence, the study is undertaken to fill the research gap.

4. STATEMENT OF PROBLEM

The employment rate among Indian youth (15-24 years) stood at 10.4% in 2021-22 compared to 10.9% in 2020-21, shows the Consumer Pyramid Household Survey of the Centre for Monitoring Indian Economy. This is much lower when compared to the World Bank estimates of 23.2% for 2020. First and foremost, concern of today's youth in India is training them and guiding them carefully. They should be guided properly and mentored effectively so that they can prepare themselves for the requirement of the corporate and meet the challenges before them. It is also expected that they should be prepared formally in education by providing aptitude-based training of occupation, job information and requisition. Thus, it can be said that, employability skill training is more relevant for youth employment. In India employability skill development ratio is very poor than other countries. Therefore, employability skill development for youth holds more importance.

5. SIGNIFICANCE OF THE STUDY

India is seeing a demographic revolution with a growing and sizeable youth population. The second-most populated country in the world, with more than a billion people, is the most populous one when it comes to youth. However, India struggles with a high rate of unemployment. There is an urgent need to enhance the skill level of the youth and harness this demographic trend into a demographic dividend. We are at a juncture with opportunities and prospects for the government and corporates to collaborate in developing and supporting the next generations. Closing gaps in the educational journey of underprivileged students and moulding an up skilled workforce will go a long way towards contributing to the upliftment of the Indian economy.

Companies are well placed to initiate public-private partnerships and bring together the expertise of a collaborative to their initiatives following a similar approach for employable skill development initiatives can ensure that the benefits of access to a diverse pool of resources can be leveraged by the youths making them better prepared for their careers and setting them on a path to growth and socio-economic enhancement. Therefore, the researcher has undertaken the research study entitled Role of Industries towards the enhancement of Employability Skills among Youth as a CSR Initiative – A study with special reference to select companies in India.

6. RESEARCH OBJECTIVES

a. To study the evolution of the concept of Corporate Social Responsibility.
b. To study the CSR initiatives adopted by the organization in India.
c. To identify the personal attributes required for overall employability skills.
d. To analyze the employability skills adopted by the Nifty 50 companies as a CSR initiatives.
e. To offer suggestions and recommendations to the industries for the enhancement of employability skills among youth as a CSR initiative.

7. SCOPE OF STUDY

The major intention of the study is to analyze role of industries towards the enhancement of employability skills among youth as a CSR initiative and thereby reducing the problem of unemployability and increasing the percentage of employable youths. For this study, I will be selecting the Nifty 50 companies based on their market capitalization. The duration of this study is five years i.e., from 2020-21 to 2024-25. The below table shows the Nifty 50 companies list based on the highest market capitalization:

Sl. No	Company Name	Sub-Sector	Market Cap (Rs. Crores)
1	Reliance Industries Ltd	Oil & Gas – Refining & Marketing	17,07,781.94
2	Tata Consultancy Services Ltd	IT Services & Consulting	12,25,416.30
3	HDFC Bank Ltd	Private Banks	9,02,052.95
4	Infosys Ltd	IT Services & Consulting	6,65,856.38
5	ICICI Bank Ltd	Private Banks	6,41,219.88
6	Hindustan Unilever Ltd	FMCG – Household Products	5,77,999.45
7	State Bank of India	Public Banks	5,34,628.87
8	Bharti Airtel Ltd	Telecom Services	4,88,764.87
9	Housing Development Finance Corporation Ltd	Home Financing	4,83,816.01
10	Adani Enterprises Ltd	Commodities Trading	4,58,069.55
11	ITC Ltd	FMCG – Tobacco	4,26,320.92
12	Bajaj Finance Ltd	Consumer Finance	4,16,535.94
13	Kotak Mahindra Bank Ltd	Private Banks	3,87,849.87
14	HCL Technologies Ltd	IT Services & Consulting	2,95,790.99
15	Asian Paints Ltd	Paints	2,94,517.33

16	Larsen & Toubro Ltd	Construction & Engineering	2,85,225.68
17	Maruti Suzuki India Ltd	Four Wheelers	2,71,462.74
18	Bajaj Fin service Ltd	Insurance	2,64,714.59
19	Axis Bank Ltd	Private Banks	2,63,727.12
20	Sun Pharmaceutical Industries Ltd	Pharmaceuticals	2,43,136.61
21	Titan Company Ltd	Precious Metals, Jewellery & Watches	2,29,226.39
22	Wipro Ltd	IT Services & Consulting	2,17,200.71
23	Ultra Tech Cement Ltd	Cement	1,98,104.56
24	Nestle India Ltd	FMCG – Foods	1,92,744.66
25	Adani Ports and Special Economic Zone Ltd	Ports	1,92,435.98
26	Oil and Natural Gas Corporation Ltd	Oil & Gas – Exploration & Production	1,80,149.60
27	JSW Steel Ltd	Iron & Steel	1,70,249.21
28	NTPC Ltd	Power Generation	1,63,194.89
29	Power Grid Corporation of India Ltd	Power Transmission & Distribution	1,52,274.14
30	Tata Motors Ltd	Four Wheelers	1,51,657.82
31	Mahindra and Mahindra Ltd	Four Wheelers	1,50,577.09
32	Coal India Ltd	Mining – Coal	1,43,221.81
33	Tata Steel Ltd	Iron & Steel	1,29,298.96
34	SBI Life Insurance Company Ltd	Insurance	1,25,524.52
35	HDFC Life Insurance Company Ltd	Insurance	1,14,160.43
36	Grasim Industries Ltd	Cement	1,12,377.38
37	Bajaj Auto Ltd	Two Wheelers	1,04,528.69

38	Tech Mahindra Ltd	IT Services & Consulting	1,03,023.53
39	Britannia Industries Ltd	FMCG – Foods	99,362.99
40	Hindalco Industries Ltd	Metals – Aluminium	98,645.59
41	Eicher Motors Ltd	Trucks & Buses	94,119.36
42	Cipla Ltd	Pharmaceuticals	90,349.19
43	Indusind Bank Ltd	Private Banks	88,893.34
44	Divi's Laboratories Ltd	Labs & Life Sciences Services	87,339.16
45	Dr. Reddy's Laboratories Ltd	Pharmaceuticals	73,416.37
46	Tata Consumer Products Ltd	Tea & Coffee	72,433.96
47	Bharat Petroleum Corporation Ltd	Oil & Gas – Refining & Marketing	66,205.59
48	Apollo Hospitals Enterprise Ltd	Hospitals & Diagnostic Centres	63,269.56
49	UPL Ltd	Fertilizers & Agro Chemicals	57,905.63
50	Hero Moto Corp Ltd	Two Wheelers	54,833.47

8. RESEARCH VARIABLES

Communication skills, team work skills, problem solving skills, emotional intelligence skills, self-assessment skills, leadership skills, computational skills, interpersonal skills, entrepreneurial skills, analytical skills.

9. OPERATIONAL DEFINITIONS

Corporate Social Responsibility: Corporate Social Responsibility is a management idea whereby firms incorporate social and environmental concerns in their business actions and interactions with their stakeholders i.e., customers, employees, suppliers, competitors, Government, and the social community.

Employability Skills: Employability skills are the important skills, individual abilities and values that enable you to succeed in any workplace. Employability skills contain things like good communication skills, motivation skills and initiative skills.

10. HYPOTHESIS

H_1: There is a significant impact on different employability skills towards the growth of Youth.

H_2: There is a significant growth by the industries towards the enhancement of Employability skills among Youth.

11. RESEARCH METHOD ADOPTED

The researcher will adopt the analytical and descriptive research method for this study to describe the role of industries towards the enhancement of employability skills among youth as a CSR initiative.

12. DATA COLLECTION METHOD

The present study has been built under the framework of the secondary data. Both published and unpublished secondary data were employed. The secondary data were collected by National Stock Exchange website and companies website. In addition to the various reports, journals and books pertaining to the companies were consulted.

13. SECTION OF SAMPLE

The researcher will select Nifty 50 companies as a target population for this study.

14. PLAN OF ANALYSIS (TENTATIVE)

1. Review of Literature.
2. Framing Hypothesis.
3. The data collected from annual reports are properly formatted and tabulated and analyzed by using the following statistical techniques.
    - Parametric Tests: Z test, ANOVA.
    - Non-Parametric Tests: Chi-square test.
    - SPSS software, factor analysis.

Z test is used to determine whether the means are different when the population variance is known and the sample size is large (i.e. greater than 30). ANOVA test is used to test the significance of the differences of the mean values among more than two sample groups. Chi-square test is used to test for the independence of two

variables. It makes comparison between the expected frequencies and the observed frequencies.

15. CHAPTER SCHEME

Chapter 1: Introduction: The first chapter provides Introduction, Evolution of Corporate Social Responsibility (CSR) in India, CSR - Present Scenario, Need of CSR, Corporate Social Responsibility Policy, Models of CSR, CSR – Legislation in India and the World, International Standards for CSR, Business and Social Responsibility, Business and its Stakeholders, CSR and Environmental Protection, CSR Practices in Indian companies, Skills for Youth Employment, Employability skills and corporate social responsibility and the review of literature concerned with the various aspects of the study and the research gap identified by the researcher.

Chapter 2: Research Methodology: The second chapter provides introduction, Need for the study, Statement of the problem, Objectives of the study, Sampling design, Hypothesis, Scope of the study, Research Methodology, Data Collection, Data analysis, Limitations of the study, Chapter plan.

Chapter 3: Profile of the Study Area: This chapter discloses the profile of the sample units.

Chapter 4: Data Analysis and Interpretation: The fourth chapter explains in brief about the concepts and tools and techniques used for data analysis for the research study.

Chapter 5: Findings, Suggestions and Conclusion: The fifth chapter covers the findings, conclusion and suggestions drawn and made for the improvement of employability skill development of the Nifty 50 companies.

16. LIMITATIONS OF STUDY

a. The study is limited to selected Nifty 50 companies.
b. The period of study will be limited to five years i.e., from 2021-22 to 2025-26.

c. The study is fully dependent on annual reports and company websites and other financial statements declared by the sampled units.
d. In the study secondary data is used which is less feasible than the primary data.

17. EXPECTED OUTPUTS

a. CSR activities enhance the skill level of the youth.
b. Youth can get job opportunities with the help of employability skills.
c. CSR activities helps to reduce environment pollution.
d. Development of society.
e. Positive impact on a business reputation.
f. Increased sales and customer loyalty.
g. CSR practices also help boost employee morale as employees and employers gain a greater sense of purpose in their work.

18. BENEFICIARIES

Youth, Companies, Employees, Elderly, Women, Disable, Under-Privileged and Customers are the beneficiaries of the CSR activities.

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